PHILIP MORRIS
U.S.A.
120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

December 27, 1985

Mr. Bill Hendrich
Director of Marketing
KSJ Country
P.O. Box 160706
917 Western America Circle
Suite 504
Mobile, AL 36616-1706

Dear Mr. Hendrich:

Thank you for sending us the Alabama lottery promotion information. It would appear that you have captured the appeal of a lottery and adapted it to your station to create an effective promotion.

Our promotional efforts are geared to national scale and it is a rare occasion that we get involved locally. I think that you have a solid vehicle but we are not equipped to take advantage of it.

Thanks again for writing to us and best wishes for success in 1986.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:

cc: Ken Sass

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Source: https://www.industrydocuments.ucsf.edu/docs/xkyn0004